

Outreach Committee (OC)
June 23, 2010
Meeting Notes and Next Steps

Attendance: Jake Marren staff liaison; Donna Vincent-Roa (telephone), Beri Kravitz, Moria Ferulo

Meeting Commencement

The May meeting of the OC convened at 7:30 p.m. on Wednesday, June 23 2010. The agenda for this month's meeting was reviewed.

Accomplishments from 2010

- The group reviewed a draft of accomplishments created by EMD
- The following accomplishments were left off the list
 - Designed a tabletop display
 - Hosted joint meeting with the watershed committee to plan recruitment strategy.
 - Filmed a video documenting and promoting Rockville's stream clean-up events around earth day.
 - Oversaw the expansion of the green vendor section at hometown holidays and brought in environmental presentations for the first time. Obtained free giveaway items including socket insulators.
 - Designed and printed ID badges for Commission members.
-

Goals for 2011

The group identified the following goals, in order of priority for next year.

Promote understanding of the City's recycling program and encourage increased recycling through the following steps:

- Create handouts or magnets that describe unique recycling and other energy efficient opportunities available to Rockville residents
- Distribute/improve the 2011 *energy and sustainability tip* calendar for residents and post it on the City's website with daily energy tips and sustainability suggestions for the month of April (Earth Month).
- Approach commercial establishments about recycling opportunities
- Placement of recycling containers in the public right of ways in Town Center and City Parks
- Earth hour and the Superbowl social marketing initiative

Improve the City's Web Presence

- Systematically review each page of the City's environmental web sites and make specific comments and suggestions to improve organization and content.
- Continue to exploit social networking opportunities.

Continue to participate in City-wide activities

- Earthhour, Earth day, Science Day, Hometown Holidays

Meeting adjourned at 9:00 pm